

REPUBLIC OF MEDIA

Job Details

Job Title	Communications Planning Account Director	Line Manager	George Frielick
Salary	£42,000 - £50,000 per annum + bonus + benefits		
Department	Communications Planning		
Location	Manchester		
Hours	36 per week	Permanent or Fixed-Term	Permanent (3-month probationary period)

Who are Republic of Media?

We're Freethinkers – working with clients for the past 13 years to deliver media effectiveness and manage transformation. With offices in Manchester and Edinburgh, Republic of Media is an agency with an emphasis on creativity combined with commercial focus. We specialise in communication planning, media buying, brand building, digital media and innovation.

With approximately £100m of annual media billings (delivered without rebates or volume deals) we have the scale to make an impact, but still care about the results for every single client. Our service focused approach has led to high client retention and an industry-leading 86% NPS.

We're part of The Freethinking Group which gives us access to specialist in strategy, research, data, programmatic, dashboarding, insight and more.

We plan and buy advertising space on behalf of clients such as bet365, The Scottish Government, Magners Cider, Slimming World, Highland Spring, Beaverbrooks, Landsec and many others. We are a talented and fast-growing team of 71 people.

The Role

We are looking for a Communications Planning Account Director or Senior Manager to join our team in Manchester. This position will be predominantly working on one of our agency's largest accounts. You will work closely with the Business Director and the wider team to lead the planning process on major briefs, with responsibility for key work streams and multi-million £ campaigns. From taking and developing the client brief, through to the delivery and implementation of campaigns, you'll analyse data to gain insights, develop media strategy and ideas, plan digital and offline media, whilst working closely with our expert buyers in AV and digital to ensure the smooth delivery of campaigns.

You will be a passionate and enthusiastic person who loves working in an agency and media planning role. You will be a self-starter, happy to take the initiative and be comfortable coming up with new ideas / approaches to solve client and agency challenges. Crucially, you will have a good understanding of digital channels and the role they play in getting to client outcomes, as well as a solid understanding of broadcast channels, including AV and OOH. You will love building relationships, both with the clients you work with and fellow agency colleagues. You will have gained prior experience in your career so far working on fast paced accounts that require speed of thought and action, ideally on larger spending clients.

The Benefits

As well as salary, you'll be part of a profit-linked company bonus scheme that has paid out at least 2 weeks salary in each of the last 10 years. Other benefits include:

26 Cross Street, Manchester M2 7AQ 0161 817 3470
Nova House, 3 Ponton Street, Edinburgh EH3 9QQ 0131 230 0110

Registered in England 07898268 VAT No GB 129 5492 88

REPUBLIC★FMEDIA

- Pension (after 3 months' service, with the company matching your contribution, resulting in 10% of your basic salary being saved into the Pension scheme)
- 33 days holiday inclusive of flexible Public Holidays & the seasonal office closure (pro rata if part time)
- Enhanced parental leave
- Holiday purchase scheme
- Private Aviva medical insurance (opt-in) plus Yu Life Wellbeing at Work for all
- Fruit, snacks and great coffee
- Long service awards and a great social programme

Job Description

Key Responsibilities	<ul style="list-style-type: none">- Taking briefs from clients and getting to know their businesses challenges inside out- Using your significant experience to get the most out of the tools and systems crucial to the media planning and buying process, including, but not limited to YouGov Profiles/TGI, Brand Index, Touchpoints and Ad Intel/Nielsen- Building and developing strong relationships with your most senior client contacts- Developing and generating genuine insight from various different data sources- Creating of solid working relationships with key media owners- Occasional negotiation and booking of media across non-broadcast channels- Creating client media schedules and proposals, managing campaign delivery and performance reporting- Managing activation and specialist teams to deliver the highest quality campaign outputs- Setting and managing robust measurement frameworks for all client campaigns that utilise a range of different approaches- Acting as an effective leader for your team, using positive energy and attitude to help their development and bring them up to a higher standard
Deliverables / measures of success	<ul style="list-style-type: none">- Confident and daily use of media planning tools and systems which successfully create insight that leads into media strategies- Successful time management of multiple tasks and adhering to set/agreed deadlines- Creating client media schedules and recommendation presentations that are of a high standard- Excellent written and verbal communication demonstrated daily.- Strong client relationships- Successful management of client campaigns including delivery of activity and reporting- Successful team management

Key requirements, technical and person	<ul style="list-style-type: none">- At least four years' experience working in a media agency or media owner role using media insight and planning systems- Close attention to detail- Analytical, you will be comfortable dealing with large amounts of data and turning it into useful insights- Able to articulate thoughts and ideas in an effective and concise manner- Strong written and verbal communicator, with a willingness to contribute both internally and with clients- Inquisitive and enthusiastic with an interest in consumer behaviour and the media industry- Client/customer focused with an ability to get things done.- A radiator not a drain who emits a positive energy that rubs off on others around you- Innovative and passionate, you will role model the Republic of Media values
---	---

Diversity and Inclusion Statement

Republic of Media is an equal opportunities employer, committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We actively aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply. Please advise of any reasonable adjustments that we can make to allow you to apply and at any stage in the process.

Application

To apply, please send your CV and covering letter outlining why you are a suitable candidate to georgef@republicofmedia.co.uk quoting 'CPAD Aug 2025' in the subject line.